



# **5 Reasons Why You Should Use Pollen Data To Market Your Allergy-Relief Products**

# 5 Reasons Why You Should Use Pollen Data To Market Your Allergy-Relief Products

- ▶ Allergy sufferers out there know the consequences that pollen season brings along. Oftentimes, it's mild symptoms such as runny nose, sneezing or itchy skin, but sometimes, the symptoms can escalate to coughing, wheezing, breathlessness, or swollen eyes, mouth, or throat. At such times, sufferers need a reliable source of information or products to help them feel better.

Here's where Ambee's pollen data can help allergy medication companies be *that reliable source* at the service of allergy sufferers.

**Let me give you the reasons why.**

# 5 reasons pollen data will elevate your allergy products

- ▶ 400 million people suffer from pollen allergy globally. The pollen allergy market across the globe is currently valued at US\$ 5850.8 million and is expected to reach US\$8828.6 million by 2033. That is a compound annual growth rate (CAGR) of 4.2%. The reason for this massive surge in valuation is primarily because of climate change, rapid urbanization, and technological growth and research in the pharmaceutical industry.

This is the perfect time for companies focusing on allergy-related products and medications for pollen allergy sufferers to tap into this surging need and rise above competitors. To do that, we've realized pollen data is the key.

# Here's what you can do with Ambee's pollen data:

## 1. Effectively target your audience based on their geolocation.

▶ Pollen levels can vary significantly from one location to another, and pollen data can provide valuable insights into the specific allergens present in different regions at any given time. This data is hyperlocal in nature, be it historical, real-time, or forecast.

▶ You can read more about this in our [whitepaper on pollen-based marketing](#).

▶ By leveraging pollen data, you can identify regions with high pollen counts and customize your marketing campaigns to target those areas specifically. This allows you to allocate your resources effectively and maximize the impact of your marketing efforts by focusing on areas where the demand for allergy products is likely to be the highest. You can target your marketing efforts to individuals who are most likely to be affected by specific allergens. Reach the right audience with your allergy products, increasing the effectiveness of your marketing campaigns.

▶ And we've done this before with Boots.

▶ The leading British health and beauty retail chain reached out to Ambee to connect with their consumers more personally. The idea was to provide customers suffering from pollen allergies with location-based forecasts and reach them with specialized and personalized offers and promotions. Using pollen API, Boots' campaign saw higher CTRs and app retention while engaging people across its website and app with customized content and marketing.

▶ Read how [Ambee's pollen data helped Boots increase customer engagement and maximize sales](#).

# Create a more personalized experience for customers.

Pollen data can be combined with user data, such as location and past purchase history, to provide personalized recommendations for allergy products. The various pollen parameters present boundless prospects for customizing and refining advertising endeavors, including location-based advertising or pollen-triggered marketing. Utilizing data enables messages to be delivered with greater timeliness and relevance to customers, leading to enhanced efficiency in ad spending for advertisers.

By tailoring your marketing messages based on individual allergy triggers and sensitivities, you can create a more personalized and compelling customer experience. This level of customization enhances customer satisfaction and increases the likelihood of repeat purchases.

This approach has empowered Ambee's customers to promote their products or services precisely when it is most impactful and significantly boosted their conversions. One example where Ambee has been successful in this endeavor was when Adylic wanted to create ad campaigns for their client—a pharmaceutical major specializing in medicines for seasonal allergies and hay fever. The campaign utilized hyperlocal pollen data to display their dynamic advertisements according to the local pollen count in eastern Australia. For this, they used Ambee's best-in-class pollen API.

The overall campaign helped them personalize their ads according to their target audience and simultaneously helped them generate profit. You can read the case study about [Ambee's collaboration with Adylic here](#).

# Tap into seasonal relevance and plan ahead for pollen season sales and marketing.

- ▶ Allergy symptoms are often seasonal and closely tied to the presence of specific pollens in the air. By leveraging pollen data, you can align your marketing efforts with peak allergy seasons in different regions. By helping the customers know exactly where to go for their needs using this technique in the right season, you can help generate leads for sales and make your customers come back for more.

▶ Ensuring that your messaging and promotions are timely and relevant, you can capture the attention of potential customers when they are actively seeking relief from their allergy symptoms.

▶ At Ambee, we recently conducted a study to understand the correlation between pollen levels and the sales of antihistamine medications, which are commonly used to alleviate allergy symptoms. The idea behind this study was to see if pollen affected the demand for allergy medications. This is what the outcome looked like:

# Create innovative products to capture audience attention and engagement.

- ▶ Utilizing pollen data allows you to gain insights into emerging trends and patterns related to allergy triggers. By analyzing historical and current data, you can identify underserved segments or unmet needs in the market. This knowledge can guide your product development efforts, helping you create innovative solutions that address specific allergy triggers and provide unique customer benefits.



Marketing your allergy products as cutting-edge and scientifically informed can differentiate your brand from competitors and attract customers seeking the latest advancements in allergy relief. And we have done this before with the world leader in allergy care—Kleenex.



Kleenex aimed to provide a platform to help allergy sufferers get pollen information count around their location. They utilized Ambee's pollen API to power their 'Pollen Pal' engagement tool. Moreover, they used Ambee's data to cleverly send automated emails and campaigns to users whenever the pollen level was higher than average. Their platform garnered 100k visits in the first week alone and now has around 30,000 unique visitors daily. They also witnessed a whopping 200% increase in website traffic after the Ambee API integration. [Read the case study.](#)



# Educate your audience, help them stay alert, and develop a sense of brand loyalty

- ▶ Pollen data can help you proactively reach potential customers before they experience severe allergy symptoms. By monitoring pollen data and sending timely notifications, alerts, and reminders about the expected increase in allergen levels, you can position your brand as a trusted advisor and problem solver. Pollen data can be a valuable resource for educating your customers about the allergens that affect them and the importance of using your products for symptom relief.
- ▶ This approach enhances customer engagement and increases the chances of customers choosing your products for preventive measures rather than waiting until they are in discomfort. By positioning your brand as a trusted source of information, you establish credibility and build a loyal customer base.
- ▶



# Ambee's time-tested pollen data is just a few clicks away

Ambee's pollen API provides hyperlocal real-time [pollen data](#) and [historical pollen count data](#) with detailed insights into multiple subspecies. Ambee provides real-time, forecast, and historical data for countries across the globe. Ambee provides global pollen data with demonstrably high accuracy and street-level granularity. Ambee's proprietary pollen data is generated by combining data from proprietary on-ground sensors, satellites, and multiple open sources. Ambee's pollen data enables anyone, anywhere in the world, to understand their hyperlocal environment in real-time.

[Get in touch](#) with us today and learn about the difference pollen data can make to your allergy products.